

**2015 Somerset County Tourism Grant Program**  
**Recipients and Project Descriptions**

**1. Benscreek Canoe Club – Marketing (\$6,000)**

**Contact: Craig Rosage**

The club will use this marketing grant to attract whitewater boaters to the Stonycreek River for the Annual Rendezvous and dam release weekends. They will advertise in media outlets that target the national whitewater boating community such as *Canoe & Kayak* magazine, *American Whitewater* magazine and on the *Boater Talk* web site.

**2. Buffer Creek Sporting Clays, Inc. – Capital (\$10,000)**

**Contact: Mike Brendle**

A fully automatic clay target shooting facility, Buffer Creek has been awarded this capital grant to add 15 additional traps and a wireless operating system. After successfully hosting the 2013 PA State Sporting Clays Championship, Buffer Creek experienced significant growth at the facility. During 2014, 750,000 targets were shot –surpassing the 720,000 target total in 2013.

**3. Chickentown Steam and Gas Association – Marketing (\$3,500)**

**Contact: Michele Beener**

The association is dedicated to the preservation of the county's steam traction engines, gas engines, wagons, and other nostalgic items. This marketing grant will be used to promote their annual Memorial Day show through print and online ads with *Gas Engine* magazine and the *Farm Collector* web site.

**4. Comfort Inn Somerset/R&W Motel of Somerset Inc. DBA Comfort Inn – Marketing (\$4,000)**

**Contact: Marti Zeigler**

The Comfort Inn will use this marketing grant to promote their golf packages with both Somerset Country Club and Indian Lake Golf Course. They will target golfers in the Youngstown and Columbus, Ohio and Harrisburg markets through print and online ads. These golfers also support the county's tourism industry by shopping and dining in local establishments.

**5. Conemaugh Township of Somerset County – Capital (\$7,000)**

**Contact: Steven Buncich**

The township has been awarded a capital grant for the construction of permanent restrooms at Greenhouse Park. Adjacent to Whitewater Park, Greenhouse Park is a host site for the Annual Stonycreek Rendezvous and Thunder in the Valley. These major events combined with the increasing amount of kayakers and tubers using Whitewater Park have increased the need for a permanent facility.

**6. Confluence Cyclery/BP and MR Smith, LLC DBA Confluence Cyclery – Marketing (\$1,500)**

**Contact: Brad Smith**

A full-service bike shop, Confluence Cyclery will use this marketing grant for advertising on the *GAPtrail.org* web site and the *Trailbook*. Both of these media outlets have a national reach and will increase the flow of cyclists to the Great Allegheny Passage and Confluence, which will generate overnight stays and help grow the county's economy.

**7. Confluence House B&B and Catering Services LLC – Marketing (\$1,988)**

**Contact: Sandra Younkin**

Seventy percent of guests stay at the Confluence House, a full-service bed and breakfast, because of the Great Allegheny Passage. The bed and breakfast will utilize this marketing grant for an ad in the *Trailbook*, the official guidebook for the Great Allegheny Passage and the C&O Canal Towpath.

**8. Confluence Tourism Association – Marketing (\$3,060)**

**Contact: Sandra Younkin**

The association will utilize this marketing grant to promote Confluence's lodging, dining and recreation venues and special events. They will develop a mobile device application, advertise in the Potomac Pedalers Bicycle Club's *Pedal Patter* newsletter and participate in the Laurel Highlands Visitors Bureau Travel Show program.

**9. Confluence Tourism Association – Visitors Center (\$6,000)**

**Contact: Sandra Younkin**

The association has been awarded a Visitors Center grant to fund their Town Criers Program which serves as a Mobile Visitors Center. The program, which includes volunteers and a supervisor, greeted and encouraged 13,804 Great Allegheny Passage trail users to visit Confluence in 2014.

**10. Faranda Farm – Marketing (\$4,000)**

**Contact: Mary and Phil Faranda**

A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this marketing grant to promote the annual Garlic Festival. The event, which has seen an increase in attendance by 70 percent, will be promoted through a multi-media advertising campaign and Laurel Highlands Visitors Bureau marketing initiatives.

**11. Friends of Flight 93 National Memorial – Marketing (\$15,000)**

**Contact: Rebecca Kuzar**

The Friends of Flight 93 is the official non-profit supporting partner who collaborates with the National Park Service to tell the heroic story of the passengers and crew of Flight 93. The group has been awarded this marketing grant for online advertising, printing, and brochure distribution.

**12. Friends of Laurel Hill State Park— Marketing (\$5,000)**

**Contact: Gerald Eicher**

Dedicated to helping maintain the park and its programs, the Friends of Laurel Hill will use this marketing grant for a multi-media campaign to promote the park's Annual Bluegrass Festival. Promoting the event will increase exposure for the park's recreation opportunities, and educate and entertain visitors about the traditional music found in the Appalachian Mountains.

**13. Georgian Inn of Somerset, The — Marketing (\$12,500)**

**Contact: Charles Charrie**

The stately home of the luxury and full-service Georgian Inn of Somerset, the Zimmerman Mansion, is celebrating its 100<sup>th</sup> anniversary. The inn has been awarded a marketing grant for a multimedia campaign targeted at increasing overnight stays.

**14. Gingerbread House Bed & Breakfast – Marketing (\$1,200)**

**Contact: Marianne Shurtz**

A restored 1903 Victorian home located along the Great Allegheny Passage at the Rockwood Trailhead, the Gingerbread House will use this marketing grant for brochure distribution with the Laurel Highlands Visitors Bureau and for advertising on BBOline.com.

**15. Great Allegheny Passage/Allegheny Trail Alliance – Marketing (\$22,000)**

**Contact: Linda Boxx**

The ATA is the coalition of trail organizations who have built, manage, and maintain the Great Allegheny Passage. Now completed, more than 1 million trail enthusiasts visited the GAP in 2014 spurring economic growth for the county. The ATA has been awarded this marketing grant for web site maintenance, production and distribution of the Trail Map and Trail Town brochures, and participation in the GAP's three DMO's marketing initiatives.

**16. Haunted Hayloft/Hayloft, Inc. – Marketing (\$4,000)**

**Contact: Betty Lou Svonavec**

This popular haunted attraction has expanded and moved to a new home in a barn located along Copper Kettle Highway. The Haunted Hayloft will use this marketing grant to promote haunt season through an extensive billboard campaign with a high concentration in the Pittsburgh market.

**17. Hickory Hollow Campground/Huston Farms, LLC – Marketing (\$3,500)**

**Contact: Doug Huston**

A quality outdoor accommodations and recreational vehicle resort, Hickory Hollow Campground will mark its 10<sup>th</sup> anniversary this year. The campground will use this marketing grant for a new responsive design website. The agency chosen to redesign the website specializes in designing websites for the campground industry.

**18. Hostel on Main, The – Marketing (\$7,500)**

**Contact: Judy Pletcher**

Located three blocks from the Rockwood access point of the Great Allegheny Passage and within close proximity to Seven Springs, Hidden Valley and state parks, The Hostel on Main offers bikers, hikers and skiers comfortable and affordable accommodations. The Hostel is receiving a marketing grant for participation in Laurel Highlands Visitors Bureau marketing opportunities.

**19. Husky Haven Campground, LLC — Marketing (\$650)**

**Contact: Jean Atchison**

Located along the Great Allegheny Passage in Rockwood, Husky Haven Campground is a popular lodging option for Great Allegheny Passage trail users, vendors, and guests who attend the Mother Earth News Festival at Seven Springs Mountain Resort. Husky Haven is receiving a marketing grant for an ad in the *Trailbook*.

**20. Jäger and Friends Dog Park/ Wings of Change, Inc. – Marketing (\$600)**

**Contact: Jim Atchinson**

Somerset County's first off-leash dog park has proven to be a popular stop for travelers with pets. More than 3,500 visitors from 144 locations including Canada, Florida, Vermont and Arizona visited the park in 2014. The Wings of Change organization will use this marketing grant to produce brochures for distribution at pet-friendly lodging properties close to the park.

**21. Kiwanis International, Somerset Club – Marketing (\$1,500)**

**Contact: Annette Isgan**

The Somerset Kiwanis is a service club that plans activities to benefit the local community primarily children throughout the year. The club has been awarded a marketing grant to promote their fall Scarecrow Festival and Zombie Walk.

**22. Laurel Arts – Marketing (\$4,000)**

**Contact: Loretta Coleman**

The arts and cultural hub for Somerset County, Laurel Arts is receiving a marketing grant to promote the Laurel Arts Winefest and Somerfest. Laurel Arts goal is to attract visitors to these summer events which will draw attention to the center and other Somerset County attractions.

**23. Laurel Highlands Heritage Festivals/ Hurst Media Works – Marketing (\$5,000)**

**Contact: Dave Hurst**

A collaborative marketing effort to promote four of the region's heritage-themed festivals including Somerset County's Farmers & Threshermens Jubilee and Mountain Craft Days. The festivals collaborate to increase visitation at their respective events. The group has been awarded a marketing grant for ads on laurelhighlands.org, television and outdoor advertising.

**24. Levi Deal Mansion Bed & Breakfast — Marketing (\$1,900)**

**Contact: Jan Dofner**

A luxury inn located in Meyersdale, whose visitors are predominantly Great Allegheny Passage trail users, the Levi Deal Mansion will use this marketing grant to develop and promote new a variety of themed packages through online marketing campaigns.

**25. Mary S. Biesecker Public Library – Marketing (\$1,500)**

**Contact: Lee Ann Schrock**

The library offers a collection of more than 33,000 items including a genealogy room with rare and historical local collections. The library is receiving a marketing grant to promote their services and collections to visitors through the Laurel Highlands Visitors Bureau's website.

**26. Meyersdale Area Historical Society – Marketing (\$2,800)**

**Contact: Matt Caton**

The historical society is receiving a marketing grant to promote the museum, amenities and services provided at the Western Maryland stations trailhead to Great Allegheny Passage trail users and visitors through a one-half page ad in the Laurel Highlands Destination Guide.

**27. Meyersdale Area Historical Society – Visitors Center (\$15,199)**

**Contact: Matt Caton**

The Meyersdale Area Historical Society operates a Visitors Center in the renovated Western Maryland Train Station. The center is a popular stop for Great Allegheny Passage trail users and history buffs. The Historical Society has been awarded a Visitors Center grant for staffing.

**28. Meyersdale Area Merchants Association – Marketing (\$3,000)**

**Contact: Sharon Ackerman**

The association is dedicated to the economic revitalization of the Meyersdale area. They are receiving a marketing grant to promote the area's amenities to Great Allegheny Passage trail users and other visitors through a multimedia campaign including marketing opportunities with the Laurel Highlands Visitors Bureau.

**29. Morguen Toole Company – Marketing (\$4,000)**

**Contact(s): Jeremy and Andrea Hoover**

One of the county's most unique restaurants, Morguen Toole Company provides great food and entertainment in a fun atmosphere for both visitors and residents alike. The restaurant has been awarded a marketing grant for billboards in the Pittsburgh and Washington, D.C. markets.

**30. Mountain Playhouse/Gristmill Productions – Marketing (\$12,000)**

**Contact: Laura Argenbright**

A Laurel Highlands cultural landmark, Mountain Playhouse has the distinction of being Pennsylvania's oldest professional stock theater. In 2014, the theater celebrated its 75<sup>th</sup> anniversary along with a 16 percent increase in ticket sales. Mountain Playhouse has been awarded a marketing grant for a comprehensive group tour marketing campaign.

**31. Mountain Ridge Trails Resort, LLC — Marketing (\$3,600)**

**Contact: John Weir**

The largest privately owned ATV trail system in Pennsylvania, Mountain Ridge Trails Resort has more than 100 miles of trails on 2, 500 acres for ATV, UTV, and dirt bike enthusiasts. The resort has been given a marketing grant for a multimedia campaign to attract users and create awareness of the Gran National Cross Country Race that will be held in October 2015.

**32. National Road Chainsaw Carving Festival/Confluence Lions Club – Marketing (\$1,500)**

**Contact: Tom Briar**

Coordinated by the Confluence Lions Club, The National Road Chainsaw Carving Festival features talented chainsaw carvers who turn massive pieces of wood into works of art which are available to the public for sale. The Lions Club will use this marketing grant to increase awareness of the event through newspaper advertising and the Cumberland Home Channel.

**33. Outdoor Odyssey — Marketing ( \$15,000)**

**Contact: Brandon Jones**

A 500-acre leadership academy near Jennerstown, Outdoor Odyssey has served more than 4000 youth with a year-round mentoring program and hosts a variety of other organizations from across the nation for leadership instruction. It also hosts the only USMC affiliated transitional program for wounded warriors. Outdoor Odyssey has been awarded a marketing grant to promote and host a new event in September, the physically challenging Pittsburgh Spartan Race. It is anticipated that the event will have a combined total of 6,000 participants and onlookers.

**34. Parker House, The – Marketing (\$3,500)**

**Contact: Mary Aukerman**

A Confluence country guest house open since 1998, The Parker House is located approximately 125 feet from the Youghiogheny River and the Great Allegheny Passage. The Parker House is receiving this marketing grant to participate in advertising opportunities with the Laurel Highlands Visitors Bureau and Allegheny Trail Alliance.

**35. Pennsylvania Maple Festival – Marketing (\$10,000)**

**Contact: Grace Shaffer**

Thousands of visitors head to Meyersdale each spring for one of Pennsylvania's 'sweetest' festivals. Visitors learn about Somerset County's Maple Sugar industry and enjoy the festival's variety of activities. The organization is receiving a marketing grant to promote the festival through a multimedia advertising campaign.

**36. Quecreek Mine Rescue Site/ Quecreek Mine Rescue Foundation – Marketing (\$3,477)**

**Contact: Bill Arnold**

Almost thirteen years after the miraculous rescue of nine trapped miners, the events that took place at Quecreek remain relevant today. In addition to the rescue site, Quecreek houses one of the largest collections of coal-mining related artifacts in the United States. The foundation is receiving a marketing grant for a traveling billboard and participation at Heartland Travel Showcase.

**37. River's Edge Cafe Bed & Breakfast – Marketing (\$3,500)**

**Contact: Anna Marie Yakubisin**

Located along the banks of the Youghiogheny River and adjacent to The Great Allegheny Passage, this charming café and lodging property is a popular stop for trail users. Rivers Edge will use this marketing grant for advertising opportunities with the Allegheny Trail Alliance.

**38. Rockwood Area Merchants Association – Visitors Center (\$10,400)**

**Contact: Julie Cramer**

Dedicated to the economic revitalization of the Rockwood area, the merchants association has been awarded these funds to staff a visitor's center along the Great Allegheny Passage in Rockwood.

**39. Seven Springs Mountain Resort — Marketing (\$30,000)**

**Contact: Alex Moser**

Pennsylvania's largest ski resort continues to grow the county's economy with its commitment to the winter sports industry. The resort has received national recognition as the 2014 number one terrain parks and pipe on the East Coast. The resort has been awarded this marketing grant for a television campaign in the Washington, D.C. market.

**40. Sherman's Ice Cream Parlor & Kitchen/Love Sherman LLC – Marketing (\$2,000)**

**Contact: Jaimie Elorriaga**

An old-fashioned-style, family-friendly restaurant featuring handmade ice cream and fresh wholesome food, Sherman's Ice Cream Parlor is a popular stop for Great Allegheny Passage trail users other visitors alike. The restaurant will use this marketing grant for an ad in the *Trailbook* and rack cards.

**41. Somerset County Chamber of Commerce – Marketing (\$14,000)**

**Contact: Ron Aldom**

Representing more than 760 businesses and organizations, the chamber has been dedicated to growing the county's economy for more than 100 years. The chamber is receiving this marketing grant to sustain existing multimedia marketing efforts and to add new projects such as the Barn Stars Driving Guide.

**42. Somerset County Farmers Market — Marketing (\$6,000)**

**Contact: Carol Pyle**

Farmers markets increase in popularity each year with visitors who are drawn to these agritourism events to purchase locally grown edibles, learn about the area's farm heritage and contribute toward the preservation of farmland. The Somerset Market has been awarded a marketing grant for brochure distribution, online and radio advertising.

**43. Somerset County Flag Committee Inc. – Capital (\$1,270)**

**Contact Martin Palguta**

The flag committee is receiving a capital grant for the maintenance of a 120-foot flagpole in honor of all Somerset County veterans along with a granite memorial and flagpole that honors the passengers and crew of Flight 93. Both are highly visible from the Somerset exit of the Pennsylvania Turnpike.

**44. Somerset County Maple Producers Association – Marketing (\$1,500)**

**Contact: Michael Lynch**

The association launched its first Maple Weekend event last March. The new experience, thought to only be offered in Vermont, invites the public to tour Sugar Houses throughout the county. The association will utilize this grant to promote their 2016 Maple Weekend with brochures and website advertising with the Laurel Highlands Visitors Bureau.

**45. Somerset Historical Center — Marketing(\$10,000)**

**Contact: Mark Ware**

The steward of the county's cultural heritage through its historical collections, educational programs, and genealogical archives, the historical center's major event is the 3-day Mountain Craft Days folk festival held each September. The center has been awarded a marketing grant for participation in Laurel Highlands Visitors Bureau programs and other multimedia.

**46. Somerset Inc. – Marketing (\$8,000)**

**Contact: Stephanie Williams**

Serving as Somerset's Main Street Program for the past 21 years, 2015 marked the 20<sup>th</sup> anniversary of Somerset Inc.'s signature event - the Fire & Ice Festival. The organization will use this marketing grant to attract visitors to uptown Somerset through participation in the Laurel Highlands Destination Guide, broadcast and print media outlets.



**47. Somerset Interchange Lodging Association – Marketing (\$27,000)**

**Contact: Vikash Patel**

The association is a group of lodging establishments located at the Somerset Pennsylvania Turnpike interchange who are working together to encourage travelers to exit the turnpike and stay at their properties. They have been awarded a marketing grant for billboards.

**48. Springs Historical Society of the Casselman Valley – Marketing (\$1,777)**

**Contact: Harriet Berg**

Dedicated to the history and culture of southern Somerset County, the historical society which sponsors the Annual Springs Folk Festival and Farmers Market will use this marketing grant for print advertisements to attract visitors to their events and museum.

**49. Stepping Stone Farm Bed & Breakfast/Stepping Stone Farm LLC – Marketing (\$2,500)**

**Contact: Larry Rempel**

Offering a wholesome country living experience on a 31-acre farm, Stepping Stone Farm is receiving a marketing grant for a new responsive website that will promote both their family-oriented bed and breakfast and the region's green energy tourism assets.

**50. Stonycreek Shooting Center Inc. – Marketing (\$6,000)**

**Contact: Roy Fritz**

A shooting and hunting preserve located in Stonycreek Township, the Stonycreek Shooting Center has been selected to host the PA State Championship for both 2015 and 2016. The center has been awarded a marketing grant to promote the championships with advertisements in *Sporting Clays* magazine.

**51. Stonycreek/Quemahoning Initiative – Marketing (\$4,500)**

**Contact: Howard Picking**

The driving force behind the development of both Whitewater and Greenhouse Parks, the SQI will use this marketing grant to promote the recreational opportunities within the Stonycreek Watershed by updating both the Stonycreek brochure and website.

**52. Summer's Best Two Weeks/Christian Camps of Pittsburgh, Inc – Capital (\$1,150)**

**Contact: Kent Biery**

Summer's Best Two Weeks is receiving a capital grant to build a Changing Station structure at the Que Family Rec Area. Through an agreement with the Somerset and Cambria County Authority, Summer's Best Two Weeks opened the beautiful Quemahoning Reservoir to visitors.

**53. Trail Town Program/The Progress Fund dba Trail Town Program — Marketing (\$626)**

**Contact: Will Prince**

Dedicated to the economic development and revitalization of the communities that border the Great Allegheny Passage, The Trail Town Program has also launched a Trail Town Certified Business Network. This marketing grant will be used for a half-page ad Trail Town Certified Network ad in the *TrailBook*.

**54. Trenthouse Inn/Trenthouse Inn Marketplace & Delicatessen – Marketing (\$1,000)**

**Contact: Maryann Brown**

A bed and breakfast and restaurant located within close proximity of Laurel Hill State Park, Seven Springs Mountain Resort and the Great Allegheny Passage, the Trenthouse Inn will apply this marketing grant towards signage, brochures and other advertising opportunities.